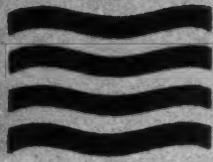


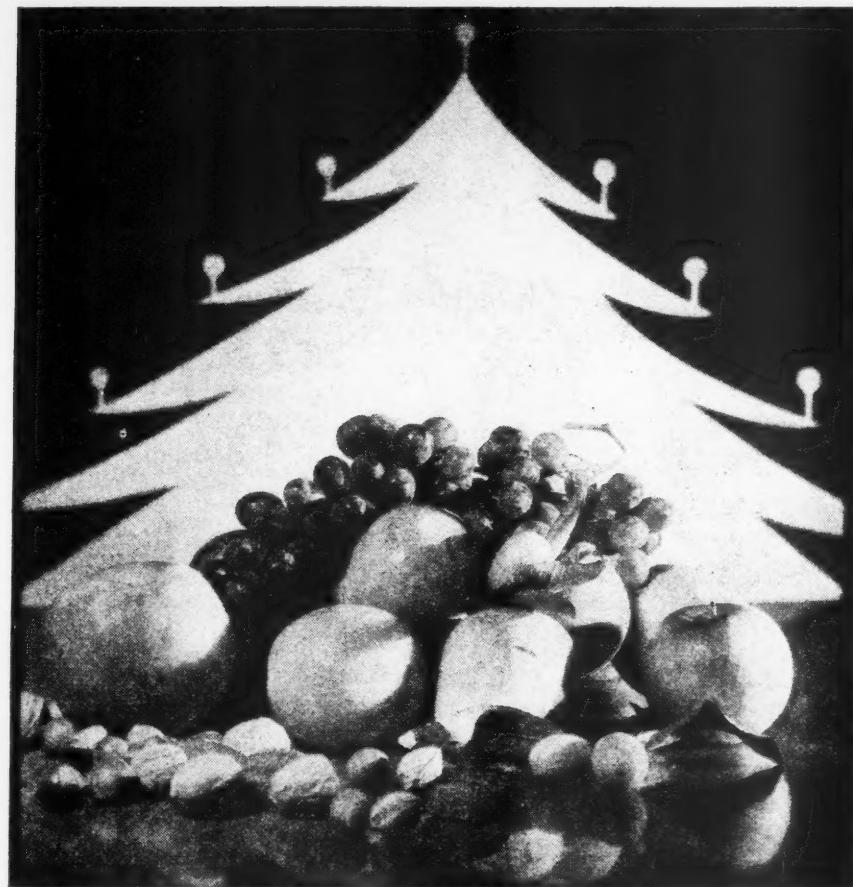
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AMERICAN FRUIT GROWER



DECEMBER

1933

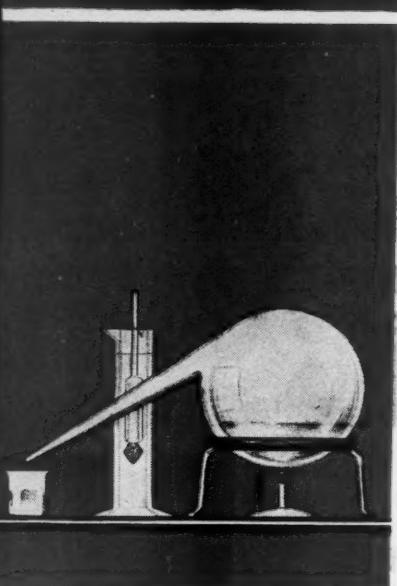
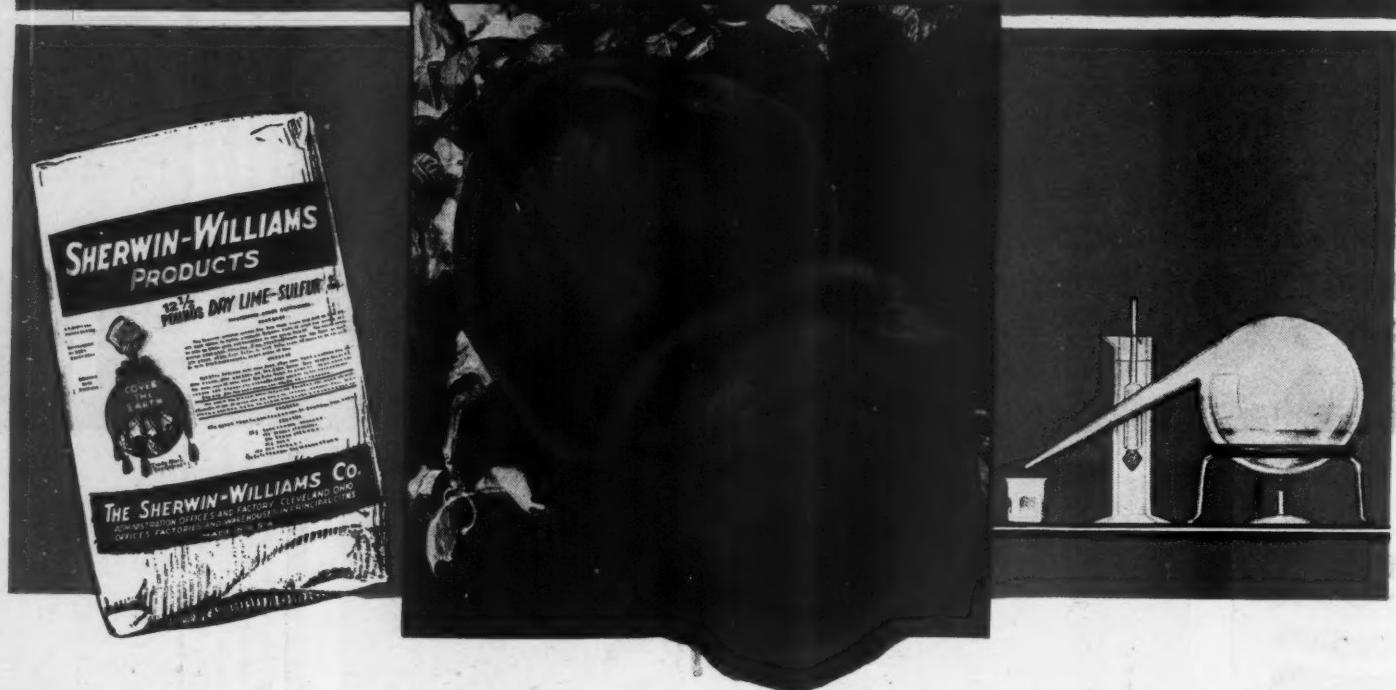


REGISTER YOUR FRUIT FARM
REPEAL... A CHALLENGE TO THE RESOURCEFULNESS
OF AMERICAN FRUIT GROWERS
HOW THE FRUIT AUCTION FUNCTIONS
LET'S GET APPLES OFF THE FLOOR
NEW ENGLAND GROWS SOME APPLES

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FOR BETTER FRUIT IN 1934



For fine color and waxy finish—
for freedom from costly russet and "burned"
foliage—spray with **S-W DRY LIME SULFUR**

(THE ORIGINAL)

The original Dry Lime Sulfur
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S-W
ARSENATE OF
LEAD IN 1934
AND WASH



There is a formula that will produce fine color and waxy finish . . . that will not russet your apples . . . that will not "burn" the leaves of your trees or cause defoliation.

That formula is Sherwin-Williams Dry Lime Sulfur, chemically pure 33° liquid lime sulfur STABILIZED by a patented process so that it does not injure fruit or foliage.

Comes packed in convenient 12½-pound paper bags—packed 8 and 16 to the drum. It does not deteriorate. Use S-W Dry Lime Sulfur next spring for the control of San Jose Scale, Peach Leaf Curl and Apple Scab.

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AMERICAN FRUIT GROWER

(Title Registered in U. S. Patent Office)

VOLUME 53 No. 8

DECEMBER, 1933

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Prize Title Winner

Congratulations to Leroy T. Powers, R.F.D. No. 1, Sterling, Illinois! He wins the November Picture Prize of \$5.00 with his title, "Products of the Nursery."

Watch for Another Prize Title Picture in January!

AMERICAN FRUIT GROWER

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THE year just ending has brought heavy responsibilities to many of us. Few are those who have not shouldered some additional burden, who have not made unusual sacrifices. Yet, in spite of these sacrifices and added cares, certain worth while results have been achieved. Not for years have we, as a nation, shown a keener desire to help those less fortunate than ourselves. Perhaps it was sharing our home or our income, sharing a meal, some article of clothing, even donating our labor. In a sense we have returned to some of those wholesome customs of our pioneer fathers when neighbor helped neighbor, when the existence of any community, or group, was dependent on the self sacrifice and personal help of each member of that community or group. Comparing our present day lot with the lot of those sturdy pioneers we find we still have much to be thankful for.

In Harrodsburg, Kentucky, one of the early settlements of that state, is a concrete reminder of the hardships endured by our forefathers. The state of Kentucky has constructed at Harrodsburg a model of the original pioneer settlement of Harrodsburg—a little log cabin community enclosed within a stockade, exact replicas of the tiny cabins occupied by those first brave pioneers of old Kentucky. In these homely abodes one sees but the bare necessities.

We of this present day civilization could not easily accustom ourselves to such crudities, so thoroughly saturated are we with the luxuries of the machine age.

AMERICAN FRUIT GROWER MAGAZINE believes, however, that a new era of common sense, an era of greater usefulness and wholesome living, is about to be ushered in. Fruit growing activity is worthy activity. The fruit grower's mission is a useful mission. He supplies food—healthful food—to the nation. Well may he rejoice in his calling. And, with this thought in mind—

May the peace and happiness of this Yuletide Season abide with each AMERICAN FRUIT GROWER reader. May the coming year bring many blessings to the fruit growing fraternity as a whole.



Publisher

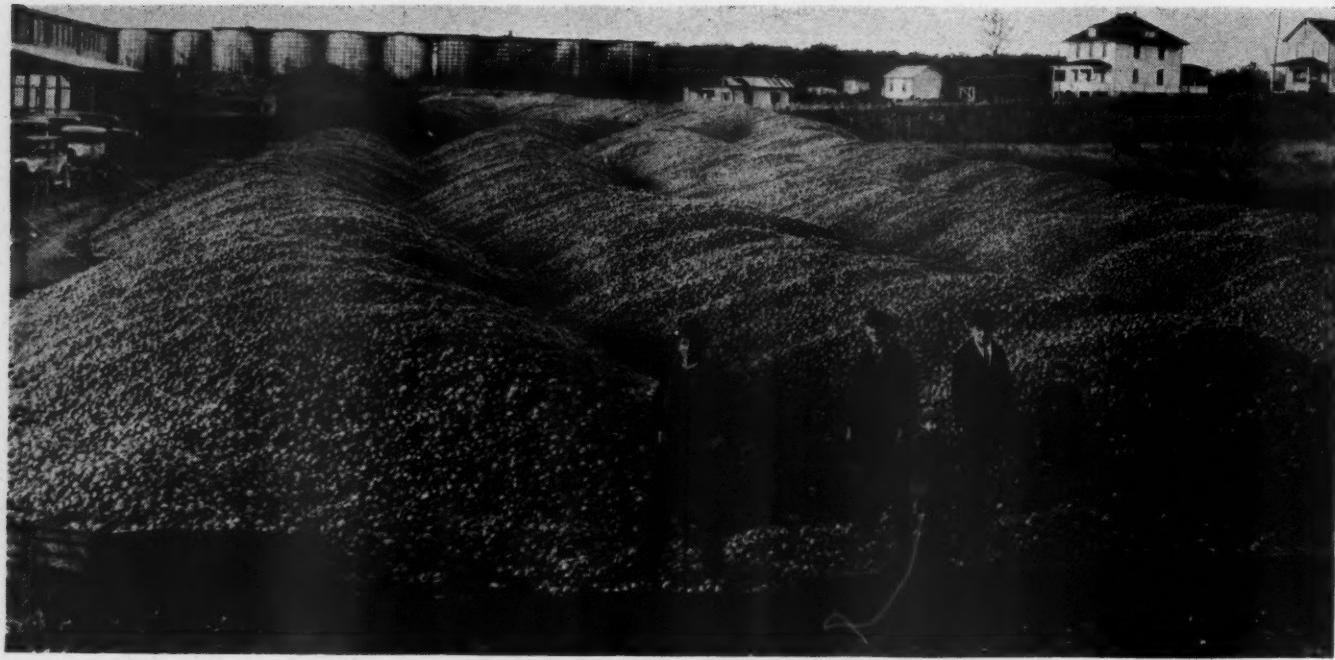
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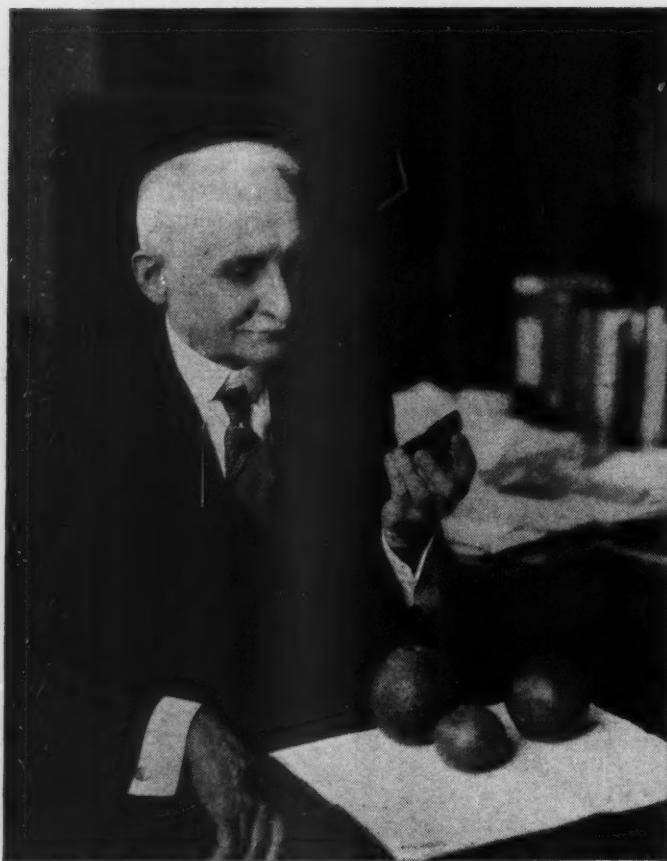
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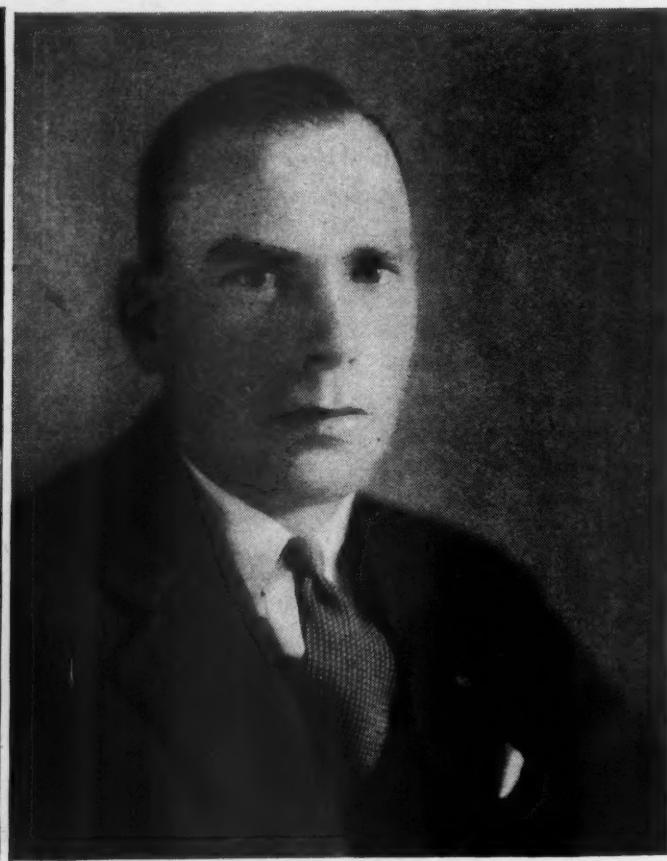
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Fifteen million apples—believe it or not—waiting to be made into apple sauce at the C. H. Musselman Co. cannery near Martinsburg, W. Va. This huge fruit pile is one-eighth of a mile long.



Dr. William A. Taylor, retiring Chief of the Bureau of Plant Industry, who will, on January 1, 1934, complete 43 years of service with the Department of Agriculture



Knowles A. Ryerson, new Chief of the Bureau of Plant Industry, U. S. Department of Agriculture, who will take office on January 1, 1934

A PICTORIAL REVIEW OF THE FRUIT WORLD

On this page are three interesting photographic glimpses of events and things of interest to every fruit grower and his family. Since this Pictorial Review of the Fruit World is a regular feature of each issue of the AMERICAN FRUIT GROWER, we invite you to

send us photographs or snapshots of horticultural events in your neighborhood. Keep your camera handy. The AMERICAN FRUIT GROWER will pay \$1.00 for each photograph accepted for publication on this page.



Stop-Look-and Buy commands this signboard, backed by a good name

Register Your Fruit Farm For Future Protection and Profit

LAST month we urged you to name your fruit farm so that buyers could readily identify your brand of fruit. An alluring name builds good will and good will results in extra profits from repeat business.

Having chosen a fitting name for your orchard, the next step is to have the name attractively lettered on a sign and placed at the entrance to your farm where all passersby and possible customers can see it. At the same time do not forget to have the name painted on your motor trucks.

Also have some letterheads printed bearing your orchard's name as well as labels for the containers in which you pack and ship your fruit. With these things done you will have laid the foundation for an ever-growing business.

It now becomes necessary to protect your orchard name against infringement or adoption by some one else who is also in the fruitgrowing business. Few men knowingly take a name that belongs to another. Nevertheless, for your protection, the name you select should become a matter of record in order to establish the prior right to its use.

Select a name that has a pleasing sound or connotation. It should also

be one that is easily remembered. A name that helps to locate your farm will also be valuable, such, for example, as Cherry Valley Farm or River Rouge Orchard. Use your family name if it is euphonious and not too long but do not let sentiment induce you to use it if it is hard to pronounce, too long or harsh on the ear.

As a service to its readers, the American Fruit Grower Magazine has established the American Fruit Registration Bureau. This bureau will

check all names submitted to it and will advise you if in its opinion the name you select can be used. This service also includes publication of the selected name in American Fruit Grower Magazine.

If you wish to make use of this new Fruit Registration Bureau, select an original name for your orchard; then write to the American Fruit Grower offices for full information regarding the official registration and protection of the name selected.



An inviting entrance, properly marked, brings customers to the orchard

AMERICAN FRUIT GROWER

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REPEAL . . . A Challenge to the

By DEAN HALLIDAY

RIIGHT or wrong, Repeal is now a fact—a fact that presents a challenge to the resourcefulness of American fruit growers.

A tremendous market is offered again for American grape growers, as well as those who grow other fruits used in the making of various liquors and cordials.

The extent to which these American fruit growers will benefit from the reopening of this tremendous market depends upon their resourcefulness in meeting the trade challenge of the French vineyardists, as well as those of other parts of Europe, who are preparing to seize the American market.

Today conditions make the challenge a fair one. In the years before Prohibition, tradition gave the advantage to French and German wines. American wines and liquors, like opera singers, were as a matter of course, considered inferior to those of European origin.

The years of Prohibition, however, have developed a new generation of hosts and hostesses who know little or nothing about fine table wines and cordials. Furthermore, they are not bound by the old traditions to the products of Europe. Here, then, is the opportunity to build a tradition for American grown grapes and the other fruits used in wine and cordial making. In building this tradition, mass production and commercial greed must be subservient to quality.

There are practically no climatic conditions in Europe which may not be duplicated in the United States, especially in view of the fact that we lead the world in air conditioning, temperature control, regulation of humidity and even air chemical content.

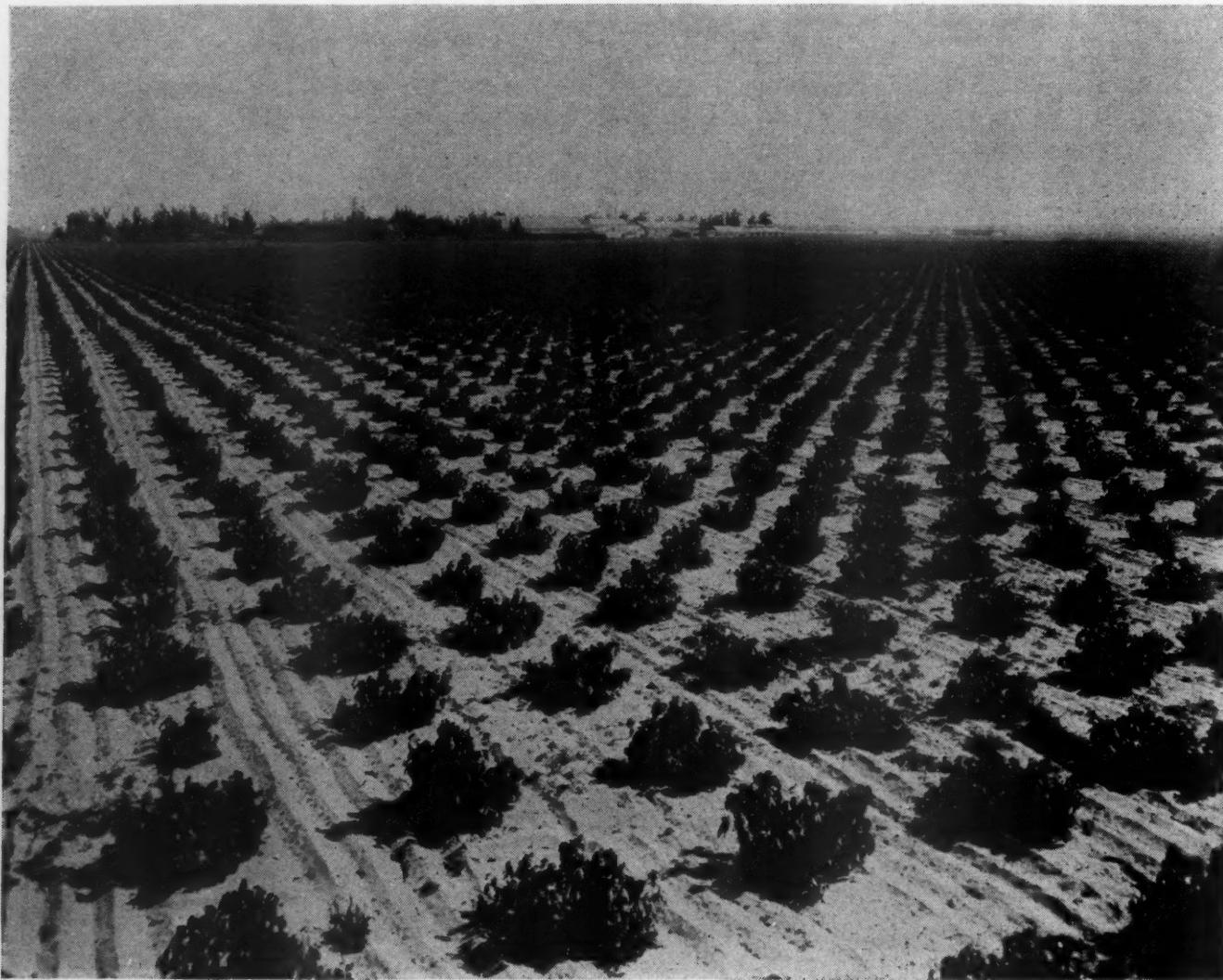
In California, for example, the grapes of the Rhine, the Gironde and Burgundy are grown and naturally produce wines of similar quality to those dis-

A typical commercial planting of grapes in California

tracts from which the wines originally came. Climatic conditions which prevail in California and elsewhere during the fermenting period may hamper or impair fermentation, but such conditions are now absolutely controllable and the temperature of the fermenting rooms may be determined to a fraction of a degree.

With science thus acting as a handmaiden to Nature, it would seem that American growers have little to fear in accepting the challenge of Repeal. As a matter of fact, at the time Prohibition came into the picture, the United States had invaded the English market with wines comparable in quality to those of Europe.

The wine industry is no new thing in America. It began with the settlement of the colonies along the eastern seaboard. The first commercial vineyard of importance was planted by the late Speaker of the House of Representatives, Nicholas Longworth. This vineyard was planted chiefly with Cataw-



Resourcefulness of American Fruit Growers

bas and from these grapes was produced a "Sparkling Catawba," with a character not equalled by the best of European wines.

Although California is renowned for its grape growing, many thousands of carloads of grapes are shipped annually from western New York to all parts of the United States. The southern states, especially Florida, North Carolina and Texas, also produce grapes which find a ready market in the north because of their earliness.

The Catawba flourishes in northern Ohio, along Lake Erie and Lake Ontario, and among the smaller lakes of western New York. Michigan, Illinois, Missouri, Arkansas, Kansas and Kentucky are also well suited to grape culture.

How big is this market that has been reopened by Repeal? As big, with reason, as the American fruit growers choose to make it by the quality of their products.

Before Prohibition, the United States was actually manufacturing some 90,000,000 gallons of wine per year. At the present time, careful estimates of the amount of American wines held in storage awaiting distribution following this month's ratification of repeal of the 18th Amendment, indicate that there is over 70,000,000 gallons, not including the gallonage which may be produced by this year's crops. This is a very small stock, however, to supply a nation which formerly produced more than 90,000,000 gallons annually. It does not seem out of line, then, to assume that the year's consumption, plus the amounts needed for stocking the wholesalers, jobbers and retailers, may reach some 500,000 gallons.

In the United States at the time the 18th Amendment was introduced there were more than 300 successful establishments for the manufacture of vinous

liquors, with a combined capital of \$31,516,366.00. And at the present time, the manufacture of cordials and flavoring syrups represent a \$15,000,000 business.

During the year of 1921, for example, wines, cordials and liqueurs were imported from foreign countries in the amount of \$3,439,571.00. Is there any reason in the future why a large part of this market should not be served by American products? In the year 1925 alone, there were imported 46,039,109 lbs. of raisins, 55,832,475 lbs. of currents and 23,896,451 lbs. of grapes from foreign countries for use in making wines, cordials and liqueurs. Again, is not this a challenge to American fruit growers?

American fruit growers have before them a golden opportunity and the progressive ones will look to this newest market presented by the passing of the 18th Amendment and accept the commercial challenge of repeal.

A trainload of grapes in a California vineyard



Over the Editor's desk

PRICE prospects for agricultural crops are inversely proportional to crop prospects. Above a certain average point, prices fall proportionally lower than the increase in size of the crop to be marketed. In other words, a fruit crop five per cent above the average will invariably depress the price more than five per cent. It is sometimes true, however, that a crop five per cent below the average will increase the price more than this amount.

It is an interesting fact with many crops—the total value to the producers is invariably greater when the production is about normal, than it is when the crop is much larger or much smaller. In other words, the total value of a short crop at a higher price, or a large crop at a low price is not as great as an average crop at a more normal price. It would be very desirable, therefore, if we could find what production is necessary to bring to any crop or industry the highest total value to the producers. While this might be quite easy to accomplish in some industries, it is not so easy in agriculture, particularly fruit growing, where weather and climatic conditions often affect crop yields more than all factors combined which are within control of the grower. Were it not for these effects of weather, we could, through acreage or tree allotments, maintain the production of each fruit crop whereby we would have, approximately at least, the greatest crop value each year.

Fruit growers of the United States have three possibilities of increasing their sales, which is probably preferable to crop limitation. The first of these is an increased domestic buying power as a result of reemployment and higher earnings, already well in progress through the efforts of the NRA. The second possibility is an improvement in export market outlets, to be promoted by international trade agreements and possible tariff adjustments. The third method is that of increasing local consumption of fruit, particularly in districts where present consumption is low, and where locally grown fruit might replace a certain amount of imported food products. Consumer education along the line of health values in fruits, as promoted by advertising, has already stimulated the consumption of some fruits with marked results, while consumption of others has remained comparatively stationary as a lack of such sales promotion.

WE have just celebrated the 15th anniversary of the Armistice, or the so-called end of the World War. On that day the order to "Cease Firing" was given. But has the firing really ceased or have just the guns stopped booming and the armies withdrawn from the front? Has the command to "cease firing" actually been obeyed by the various governments concerned, as shown by their policies since that time?

We have called the causes of the World War largely economic, but many of the weapons used were also of that character. Nationalistic policies have grown rapidly during the years since the Armistice. Trade barriers have become higher and higher with the adding of tariffs and an occasional boycott. Each nation has attempted to become less dependent upon the other by fostering industries previously incapable of supplying domestic demands.

Fruit growers of the United States are feeling the effects of this gunless, though nevertheless deadly, form of war-

fare. As a result of the Ottawa Conference, Canadian fruit has been entering England at a distinct advantage over our own, of particular significance this year in light of Canada's bumper apple crop. Similar trade barriers exist in export markets of other countries. Even the tariff truce which went into effect prior to the World Economic Conference, has recently been threatened with termination. And the end is not yet in sight. We may well ask the question: "Is the War over?"

AN idea well worthy of explanation and use in other states is expressed this month in the Secretary's message for the Idaho Horticultural Association. Fruit growers have for years attended their state horticultural society meetings with their wives, but only on rare occasions has a program been arranged of special interest to these wives of fruit growers and to other women who might be present.

There are unlimited subject matter possibilities for a special program which can be arranged for such groups of women, many of which are actively engaged in the harvesting and marketing of fruit, if not in its actual production. All, of course, are interested in learning about new and improved ways to use fruit in the home. The following subjects are merely suggested as examples of many which might be discussed on such a program of particular interest to women in the field of fruit growing:

1. The roadside market, with hints on arrangement and display.
2. Selection and packing of fruit for Fair or Fruit Show displays.
3. Canning fruit for competitive exhibits; jelly making, etc.
4. Possibilities in the field of marketing prepared fruit products (jellies, jams, confections, etc.)
5. How to use fruit and its products as gifts.
6. Home storage and preservation of fruit; drying.
7. The nutritional contribution of fruit; the school lunch.
8. Arrangement of fruit for table decorations.
9. Suggestions and menus for serving meals to large crowds.
10. Selection, planting and care of ornamental shrubs and flowers.

"RAMBLES of a Horticulturist" will again be introduced to the readers of AMERICAN FRUIT GROWER beginning with the January issue. The title of this feature was initiated in 1922 by the late C. I. Lewis, former Editor of this magazine. So many suggestions have come in favoring its re-establishment, that we will again make it a more or less permanent department of the AMERICAN FRUIT GROWER. The department will attempt to give our readers a close-up view of every fruit growing district in the United States and Canada by the portrayal of intimate visits into the orchards and lives of many representative fruit growers.





Fruit display on New York City auction pier ready for buyer inspection

How the Fruit Auction Functions

By C. B. PARK
U. S. Dept. of Agriculture

THE auction method of selling fruit has an important place in the distribution machinery in the large markets. The auction sale is not a recent innovation. Fruit has been auctioned for years in the large cities and there are records of fruit auction sales in New York, which occurred more than a century ago.

The city auction is used as a first step in the process of distribution, after the shipment reaches the market. The unit of auction sale for most commodities is a certain number of packages of one variety, brand, grade and size called a "line." A few commodities, as juice grapes and watermelons, are sold in car-lot units in some of the large markets. The factors of supply and demand meet in the city auction to determine a price at which the commodity will move into consumption.

Immense Quantities Sold at Auction

It may be surprising to many growers and shippers, particularly those in the region east of the Rocky Mountains, to learn of the immense quantities of fruits that move through the auctions in the large markets. In 1930, auction companies operated in 13 of the large markets, and 159,000 cars of fruits, melons and vegetables of domes-

tic and foreign origin moved through these auctions. The gross sale value of these products was about \$221,000,000.

Fruits and vegetables sold at city auctions, 1930:

City	Cars
Baltimore	6,265
Boston	11,405
Chicago	15,343
Cincinnati	3,425
Cleveland	4,510
Detroit	4,500
Minneapolis	799
New Orleans	2,088
New York	79,454
Philadelphia	21,290
Pittsburgh	5,718
St. Louis	3,668
St. Paul	597
Total	159,062

Eighty-four per cent of the domestic car-lot unloads and foreign receipts of citrus fruits were auctioned in these markets in 1930. The corresponding figure for deciduous fruits was 54 per cent and for melons, vegetables and nuts combined it was 3 per cent. About 11 per cent of the total United States car-lot shipments of these products were sold through the auctions in these 13 markets in 1930. All of the banana

nas for local use in New York, Philadelphia and Boston are auctioned as they are unloaded from the ship.

The Auctions' Place in Distribution Machinery

Under the private sale method of distribution in the large cities the large dealers buy or receive carloads and sell them usually in lots of 10 to 50 packages to jobbers or large retailers. This is the step in distribution usually performed by the city auction when the auction method of sale is used.

The city fruit and vegetable auctions are corporations or companies organized for the purpose of auction selling. In most auctions stock ownership and control is in the trade including those who buy at the auction as well as those who sell. In a few auctions the ownership and control is outside of the trade. Irrespective of the type of organization it is essential that a successful auction deal fairly with both the buyers and sellers to maintain their confidence and good will.

How Does the Auction Operate?

The auction companies arrange for the display of the shipment usually at the railroad terminal. Truck receipts had not been sold through the city auctions up to 1931. The shipment is ar-

ranged in lots or "lines," each of which is numbered and usually contains packages of the same variety, grade, brand and size of fruit. Catalogs are printed, listing the lines in each carload and usually containing other information such as the name of the seller, name of grower, time of sale, terms of sale, etc. Prospective buyers use the catalogs in making notes as to quality and condition when they inspect the shipments on display. The catalogs are used during the sale by the auctioneer and the buyers and sales are made by lines.

An important function of the auction company is to collect from the buyers and assume the credit risk. Remittance to the seller is made within 48 hours of the time of the sale although collections may not be made for a week or ten days or even more.

The rooms where the auction sales are held in most cities will seat from 200 to 240 buyers, although considerably less than this number of buyers are usually in attendance. The auctioneer must be a man who is alert, vigorous, and well informed on supply and demand conditions in his market. He must know the buyers and their requirements. It is difficult for the uninitiated to follow the progress of the sale. Bidding is by sign or word and a surprisingly large volume of products is sold in a short time by the auction method.

Shipper Should Have Agent in the Market

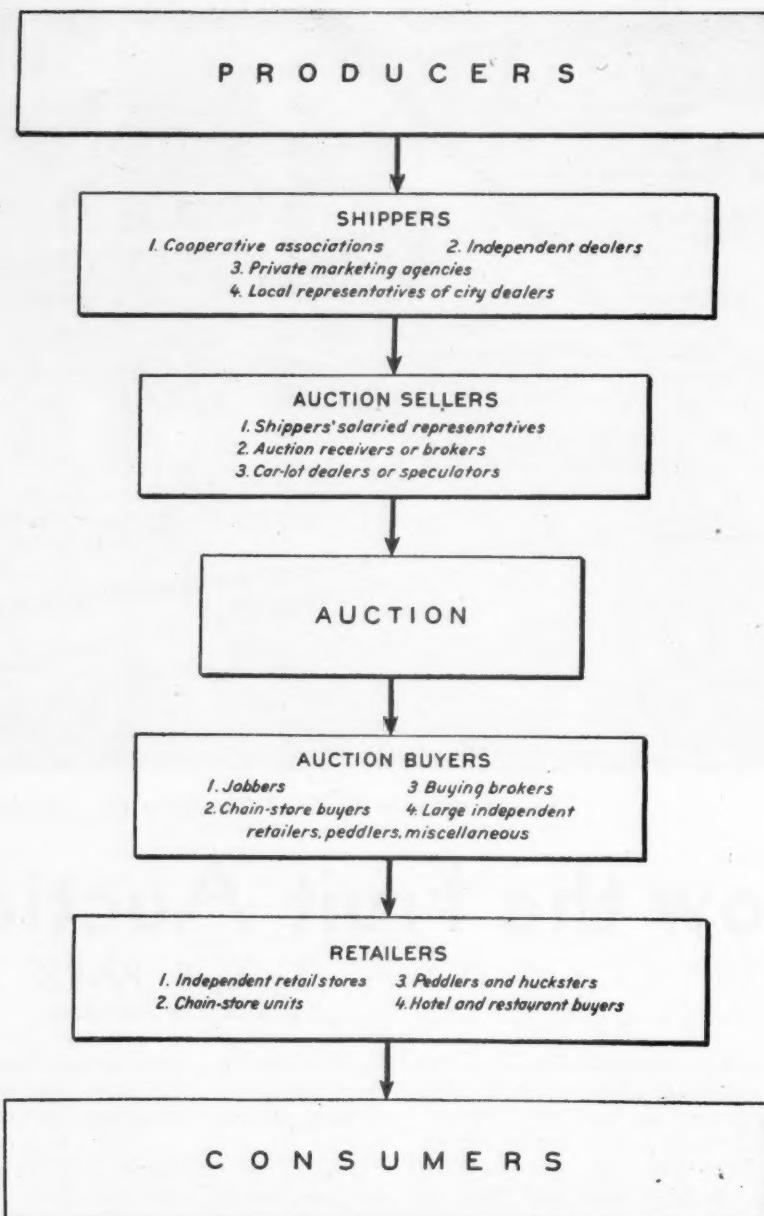
Most auction companies will not handle consignments made direct to the company by a distant shipper but require the shipper to be represented by an agent or salaried representative in the market. This agent is known as a receiver.

The receiver, who is thoroughly familiar with trade practices and requirements, furnishes the auction company with an invoice of the shipment, attends the sale and may exercise the privilege of withdrawing the shipment from sale if the prices bid are now considered satisfactory. The receiver, after payment is received from the auction company, makes the returns to the shipper and keeps him informed on market conditions and outlook.

If the auction companies were to perform the functions of the receiver they would be representing a number of shippers whose products were in competition in the market, and for this reason misunderstandings and charges of preferential treatment of certain shippers would probably arise.

Requirements of an Auction Commodity

There are certain requirements which a commodity must have to sell successfully in the city auctions. It must be well standardized as to quality and pack so that buyers will be reasonably



This diagram illustrates the usual distribution channels of fruits and vegetables which are sold through the city auctions

sure that the entire line is approximately the same as represented by the sample package which is opened for inspection. There must be a regular supply of the commodity at auction during the shipping season in sufficient volume to attract buyers. When the supply of a commodity offered at auction is small or irregular from day to day buyers will not congregate in sufficient number so that the sale can be conducted successfully.

The greater part of the auction supplies are composed of well standardized products such as citrus and deciduous fruits. The western States supply a large part of these. Some foreign products are also auctioned; bananas particularly are sold in large volume for use locally in New York, Boston and Philadelphia.

Other products as berries, melons and vegetables are auctioned in large

quantities in some cities. For example, in New York 56 different fruits and vegetables were auctioned in 1930, including 26 vegetables and greens. A large part of the watermelons and considerable quantities of cantaloupes and tomatoes are auctioned in New York. In 1930 practically all the car-lot receipts of strawberries were sold at auction in Philadelphia.

New York Leading Auction Market

New York is by far the leading auction market, and of the 159,000 cars sold through the auctions in 13 cities in 1930, one half was sold in New York. Thirty-nine per cent of the New York car-lot and boat receipts of fruits and vegetables were auctioned in 1930.

One requisite for the successful operation of a city auction is that the city shall be large so as to insure a sufficient number of buyers and the free opera-

(Continued on page 22)

BENJAMIN WALLACE DOUGLASS DISCUSSES—

LOOKING BACKWARDS

PROBABLY some of the melancholy poets are responsible for the common attitude that Autumn and early winter days are "the saddest of the year."

The man on the farm, and especially the man on the fruit farm, is very apt to question this opinion of the poets and to ask "how do they get that way?"

For my own part, there is nothing melancholy or sad about the Autumn or the end of the year or about winter itself. Why should there be? What if the dying year does call up thoughts of the end of human life? "If Winter comes, can Spring be far behind?"

To me there is something singularly happy in the maturity of the year—and in the maturity of the years.

There is something gracious and fine and lovely about age when we accept it gracefully and there is something harsh and bitter and ugly about it when we try to fight it off. In a year like the one just closing, a year that tried men's souls as they have not been tried in half a century, we have had many opportunities to decide whether we will carry our heads "bloody but unbowed" or whether we will allow circumstances to get us down.

It has been an eventful year—one that has called men to deeds of the highest courage and sunk others to the depths of despair.

Aside from the many disastrous business situations that have racked the country, the apple growers have had their own problems and their own trials.

In our orchard, the Spring came late—always, with us, a favorable portent. Slowly, through cool weather, the blossoms opened and then, one warm Sunday in early May the trees burst into full bloom. Never had the hills been so lovely. I would have called them lovely even had I known then that we would not pick the crop of sixty thousand bushels that seemed inevitable.

The next day it rained. And the next. And the next. In fact it rained on twenty-two days in May. At first it only rained rain—then it began to rain apples also and our crop of sixty thousand bushels melted off the trees like sleet in a warm sun.

It took no particular courage to spray a tree that apparently had on it only leaves, that was just sensible orchard practice, but it did take courage to go ahead paying out good money, (we were still on the gold basis then), when there did not seem to be a chance in the world to get any of it back.

However, spray we did, sometimes right in the rain, and we not only put on all of our regular sprays but two more besides.

June came and with it the hot sun. My assistants, whose work keeps them more in the orchard than does mine, began to report seeing a few apples here and there. A still hunt of my own revealed that some varieties had suffered less than others and, remembering a certain spring freeze that apparently killed every apple only to be followed by a good crop, I did not entirely lose hope.

As June drew to a close we began to realize that the Yellow Transparents not only had apples on them—they had too many.

Now—the crop is harvested and is either sold or in storage. It was not a large crop. Neither was it a failure. In September the late sorts like Winesap and Ben Davis looked as though they would never get any size or color. They got both. In August we wondered what we would do with all of the culls we knew we were going to have. On November first they were all sold and the money was in our re-opened bank.

Somehow, most of the troubles that looked black at the time have faded into thin air.

Altogether, it has been an interesting year—as all years are if we can only learn to see them in the right perspective.

It is true it had its moments of discouragement—but never of despair. On the other hand it had its share of courage, hope and beauty, and I loved it all. I may not see another year. I may not see another day. It does not particularly matter. What does matter is that when the time comes to meet my Maker I will be able to say:

"It is enough that through Thy grace
I saw naught common on Thy earth."



NATIONWIDE HORTICULTURAL NEWS

THIS year will inaugurate the first annual Michigan Farm Show, to be held in connection with the annual meeting of the Michigan State Horticultural Society. There will be 12 other organizations or agencies cooperating with the horticultural society in carrying out this great event. The 1933 Michigan Farm Show will endeavor to present the most educational and outstanding phases of agriculture and will be an important occasion for manufacturers of farm equipment and supplies. Pennsylvania has for many years held a Farm Products Show in connection with their horticultural meeting, an event which has had national recognition and interest for a long time.

The Federal Surplus Relief Corporation will purchase \$300,000 worth of C grade apples from the Northwest growers. This large deal was consummated largely through the efforts of A. R. Chase, County Agent at Wenatchee, Washington. The C grade apples, already removed from the regular marketing channels, will be paid for at the rate of \$25 per ton, out of which \$14 will go to the growers and \$11 to the dehydrating plants which will dry this fruit before it is shipped and distributed for relief purposes.

Orange County, California, is widely known as one of the richest units of its kind in the United States. Agriculture brings in an income of about \$40,000,000 a year, and oil \$30,000,000. Citrus shipments average about 9,000,000 boxes annually. More than fifty fruit, vegetable, and grain crops are grown on a commercial scale.

A large department store in Portland, Oregon, stages an annual Oregon Products Week, during which period its entire battery of 26 windows, facing on four streets, is given over to the showing of the state's products. The fruit of the Hood River Valley furnished one of the most interesting displays this year, consisting in one case of an apple orchard panorama background, in front of which were artificial apple blossoms and many bushels of red and golden apples. Another window featured the cherry industry of Oregon in much the same way.

Texas grapefruit is making its appearance on the European markets in large bulk lots for the first time this year. Three carloads of grapefruit, the first fresh fruit ever shipped from the

AMERICAN POMOLOGICAL SOCIETY MEETING

THE 49th convention of the American Pomological Society will be held on December 13, 14 and 15 at the State Arsenal, Springfield, Ill., in cooperation with the Illinois State Hort. Soc. The program will consist of three busy days packed full of papers, discussions, and conferences dealing with the most vital problems facing the American fruit growers today.

The following summary gives only a portion of the subjects to be covered and the men which will contribute to the program:

The season's work on spray residue removal by D. F. Fisher, Principal Horticulturist, U. S. D. A.; Codling Moth Control Studies in 1933 by B. A. Porter, Entomologist, U. S. D. A.; "Spraying" by W. C. Dutton of Mich. State College; "Foreign Market Prospects for American Grown Fruit" by A. H. Teske of Virginia; "Irrigation in Eastern Orchards" by C. E. Dutton, Pres. of Ohio Hort. Soc.; "Nomenclature Problems of Fruit Varieties and Bud Sports" by M. J. Dorsey, Univ. of Ill.; "Significant Developments in the Apple Industry of Today" by B. S. Pickett, President of the A. P. S.

These and many other important subjects will be given expert consideration according to latest information received from Prof. H. L. Lantz of Iowa State College, Sec'y of the Society. Fruit growers and experiment stations are invited to send in new varieties for consideration of Wilder Medal awards.

Lower Rio Grande valley to Europe in such quantities, left Mission, Texas, the middle of November for Houston where it was placed on a vessel bound for Europe. It was shipped to London, England.

Yucaipa, California, held its 14th annual apple show last month. Several 100-box exhibits were featured. This is one of the few apple growing districts of commercial importance located in strictly southern United States.

The Sun-Maid Raisin Association has recently made advanced payments of \$40 to \$50 per ton to their grower members in Central California.

More than 2,040,000 wholesale packages of fruits and vegetables have been sold for a total of \$1,230,000 by nine New Jersey farmer-owned auction markets since they opened last spring. Both the volume of produce sold and total receipts this year have been considerably larger than during the same period last year. The increased volume this year shows that this method of selling is well adapted to the needs of the farmer.

Oregon nut growers are receiving a cash advance of five cents a pound on both walnuts and filberts from the cooperative Nut Growers Association. This is the first time in local history that such an advance has been made. Early market estimates reflect a general price increase, running at two to four cents above prices of a year ago, with large Du Chillys at 20c per lb.

A grapefruit weighing three pounds and six ounces, and measuring 21 inches in circumference recently was on display in Porterville, California. The mammoth specimen was grown on the Milt Owens place on a tree planted almost 40 years ago.

Brown rot hit the sour cherry orchards of Western Washington this spring, while the blossoms were still on the trees, with a result that many of the orchards produced less than half a crop. There has been practically no sour cherry plantings in that section for the past two years and some orchards have been taken out.

E. H. Fosen, in charge of white fly eradication in the citrus districts of Northern California, states that heavy winter frosts, destroying the infestations of white fly on twigs and leaves, reduced the area needing spraying and cut the costs of this work considerably this year.

Pruning dewberries so that cane blight may be controlled is explained in a recent study made by the North Carolina Experiment Station and available to dewberry growers free of charge as Bulletin 291.

The Oregon State College is reputed to have the best and most detailed course in commercial fruit drying and canning in the country. This important phase of fruit processing was added to the college curriculum about 1917 and now an entire building is given over to machinery and equipment for teaching and research studies.

A new steamship service has recently been inaugurated which will carry fruits and vegetables from Florida to New York. The plan calls for sufficient refrigerator ships to discharge four cargoes a week in the New York market. The precooling plant, from which most of the fruit cargoes will be loaded in Jacksonville, will have a capacity of 70,000 boxes of citrus fruit.

Goods at eye-level
are not overlooked

Let's Get Apples "Off the Floor" and up into the "Sales Zone"

By DEAN HALLIDAY



IN hundreds of cities this past summer, thousands of people bought fresh limes by the dozen. Well, you may say, what's unusual about that? Two things, to be exact. In the first place most of these people had no intention of purchasing limes, and, secondly, they entered the various stores where the purchases were made with the express intention of buying a soft drink, a package of cigarettes or, perhaps, tooth paste.

These thousands of dozens of fresh limes were sold, you may be surprised to learn, in drug stores. They were sold because they were displayed in a compact, convenient and attractive cardboard carton covered with cellophane which permitted the fruit to display—and sell itself. And they were sold in most cases to people who never before had purchased a dozen fresh limes at one time.

Without the slightest intention of detracting from the merit of the fruit itself, merchandising experience makes it plain that it was the "power of the package" that resulted in this record

making sale of limes—and in a drug store, of all places!

The power of the package, plus the power of association is a compelling sales making combination. In most instances, the drug stores that featured these packaged limes displayed them at their soda fountains. Such stores also featured fresh limeades. And as a hot and thirsty customer sipped a cool, tangy limeade that had just been made before his eyes, the clerk called his attention to the handy package of a dozen limes that was so temptingly convenient to carry home for the making of many more refreshing and healthful drinks. Do you wonder, then, that so many dozens of limes were sold?

What was accomplished by this sales campaign for limes can also be accomplished, in varying degrees, with other fruits for household use. Modern cardboard cartons are creating extra sales for strawberries and mushrooms. Such cartons are also making city house-

wives blueberry conscious each season. They can and will do the same thing for apples once the industry awakens to the fact that the average city housewife prefers a package that she can carry conveniently, instead of the old-fashioned bushel basket.

As one marketing expert points out, the barrel and the bushel basket put the apple on the floor in the beginning with potatoes and have kept it there, more or less, ever since. Modern packaging, however, whenever it is adopted in the marketing of a fine brand or grade, puts the apple on the display counter or rack, within easy sight and easy reach of the purchaser.

The pioneering in modern packaging has already been done by hundreds of other products. Its sales power has been proved. Apple producers who want to lift their product off the floor and into an "extra profit" position will do well to investigate the adaptability and "sales ability" offered by the modern display carton.

New England Grows Some Apples

By J. K. SHAW

MASSACHUSETTS STATE COLLEGE

THE New England McIntosh began to be a factor in the apple markets within that territory about fifteen or twenty years ago. Soon it began to appear in New York City but beyond that market it is still almost unknown. It has displaced to a large degree, other high quality varieties of its season in Boston and other New England cities and has made a sizeable dent in the New York market. And this is only a beginning. The trees are yet comparatively young and it will be some time yet before they reach full bearing. Planting continued up to about 1929 since when few trees have been set.

The rank of Massachusetts in commercial apple production has advanced rapidly during the last fifteen years. About 1915 it was the 19th state while the Federal forecast for 1933 places it seventh in prospective out-put for the present year. Truly the small corner of Uncle Sam's domain called Massachusetts is in the apple business. Its sterile, worn out soils are still good enough to grow apples.

While no claims of high average production can be sustained there are authentic records of over 500 bushels of packed fruit per acre and one forty year old block is known to have turned out in 1930 a total yield of about nine hundred bushels per acre. A row of eleven McIntosh now thirty-five years

old, in the orchards of the State College has averaged over twenty bushels per tree per year over the past ten years. This amounts to over 500 bushels per acre. If all our orchards produced like these, it might be something to brag about. But they don't. A survey made about 1925 indicated an average yield of less than 175 bushels per acre.

But not all the apples in Massachusetts are McIntosh. The old familiar Baldwin is still grown in even larger tonnage, and many Baldwin trees have been planted all through the recent era or orchard expansion. Baldwin production may be expected to increase during the next decade, but not as rapidly as that of McIntosh. These two varieties make up about two-thirds of the commercial apple production of the state, the other third being made up of a dozen or more varieties no one of which produces over 5% of the total.

The story of apple production in the other New England states, the Hudson Valley and in the New York side of the Champlain Valley is much the same as that of Massachusetts though in most of them the recent and prospective increases aren't so great and the commercial production in Maine shows signs of a decrease. Maine was formerly the leading New England

state in apple production but now Massachusetts has forged ahead.

The total commercial crop of New England in 1933 will be close to six million bushels. Add to this the production of the adjacent and similar territory in eastern New York and we must have a total of over nine million bushels or more than one-third that of the great apple state of Washington. Barring possible difficulties this total will be exceeded in future years. Not only Massachusetts but a good bit of the northeast corner of the United States is in the apple business.

Can these prospective, increasing crops find a market? The consumption of apples is not increasing. Many people under the influence of advertising are eating oranges and bananas instead. Much of the crops of this area is exported. It seems doubtful if exports can greatly increase in the near future, if the present tendency to restrict international trade continues. It seems as though marketing increasing crops must depend on successfully meeting competition of other producing areas. Can New England do this? There are both advantages and disadvantages to be considered.

Here are some of the advantages enjoyed by New England growers:

1.—*Nearness to market.* This applies, of course, only to a portion of competitors. The Cumberland-Shenandoah Valley and the apple exporting sections of the middle west are about on the same footing. With respect to the far western states, this advantage is considerable. Massachusetts growers have been paying from twelve to twenty cents a bushel for placing apples on the buyers' platform in New York. As they reach out to more distant markets this cost will, of course, be somewhat greater.

2. *High quality fruit.* This applies chiefly to the McIntosh. Most consumers will agree that this is the best apple there is for immediate consumption. High quality cannot be claimed for the Baldwin although it is one of the best varieties as regards market quality. There is a small but increasing production of Delicious, although this will never be a very important variety in this section. Several of the minor varieties are of excellent quality and we can see that the general average is high.

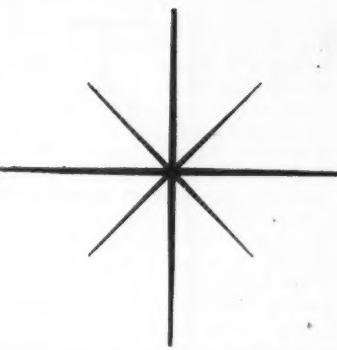
3.—*Skilled producers.* In this section are found some of the most intelligent, skillful apple growers of the country. They have controlled the scab, that great scourge of the McIntosh; the curculio is on the run, and they are fighting a winning battle on the apple maggot. They are also increasing production through better cul-

(Continued on page 17)



A typical McIntosh orchard in New England

STATE HORTICULTURAL NEWS



Massachusetts Evolves Constructive Program

MASSACHUSETTS apple growers have harvested a reasonable volume of excellent quality apples. McIntosh, which is becoming, perhaps is, the leading market variety of the state, shows a crop much in excess of any prediction. The quality is probably on the average the best ever produced.

One of the finest pieces of extension work in apple growing ever undertaken in Massachusetts has been the "90% Clean Apple Club." In order to become a member of this club the grower must produce in a given season a crop in excess of 300 bushels from a given area, which are 90% clean of insect or disease injury preventable by any growing practice. 1933 was the fifth year which this club has been operating and five growers in Massachusetts have been eligible to membership in the club for the five consecutive years. Numbers of other growers have made the grade for two or three or four years out of the five. Membership in the club has varied from year to year with a low mark of 15 and a high mark in 1933 of 81 or 82. Many growers during the five year period have been able to attain a percentage of 94% or 95% clean.

An outstanding development in orcharding in Massachusetts in the last three or four years has been the development of country cold storage facilities. Some of these plants are farm located, owned by the orchardist and operated for his own benefit. Others are larger and are owned by the orchardist but are operated not only for his own benefit but for the benefit of neighboring orchardists who are interested in renting storage space. In 1932 one enterprising orchardist built a storage of this type for 50,000 bushels and has filled it both falls. During 1933 two other growers purchased abandoned mill properties and transformed them into cold storage equipment to handle 100,000 bushels of apples. Approximately a dozen owners and operators of relatively large orchards have equipped themselves with cold storage facilities on their own farms. These individual installations range in size from 7,000 or 8,000 up to 25,000 bushel capacity. A half dozen more growers are contemplating the initiation of such a project in time for use for the 1934 crop.

A regular semi-annual session of the officers and directors of the Massachusetts Fruit Growers' Association was held in Worcester on Friday, November 3. At this session program plans were made for an outstanding session in January at the time of the annual convention, which comes this season on January 3, 4 and 5, 1934. This convention will be held in Worcester and is to be staged in the new Municipal Auditorium just completed and opened last September. The session of the Massachusetts Fruit Growers' Association, which will be held at that time, is one of approximately twenty agricultural organization meetings being held during the same three or four days and at the same place. This Union Agricultural meeting, as it is called, is the first convention of any size to use the new Municip-

pal Auditorium. In connection with this convention there is a trade show with exhibits appealing to apple growers, dairymen, poultrymen and to those in all branches of agriculture. Also part of the show is a competitive fruit show, which is considered by growers a sort of sweepstake affair after their experiences at the smaller fairs during the fall.

The Membership Committee of the Massachusetts Fruit Growers' Association is inaugurating a membership drive on December 13 to run for six weeks. It is hoped to increase the membership of the Association by at least 50 per cent.

W. R. COLE, Sec'y.

Idaho Plans Convention

IDAHO Horticulturists will hold their 39th Annual Convention in Boise, January 10, 11, 12, 1934. In cooperation with this convention at the same place and dates will be held the annual convention of the Idaho State Nurserymen's Association, Idaho State Florists, Idaho Honey Producers and Idaho State Tax Assessors.

The Horticultural Association program is divided into three distinctive days. January 10, Production Problems will be considered. January 11, Marketing Problems. January 12, Financial Subjects will be discussed. A separate ladies' program is provided, on subjects pertinent to canning, preserving and the use of fruit in the home.

The Exhibit Division is being materially enlarged which will include district fruit displays competing for prizes, commercial firms displaying their respective wares of interest to the horticultural industry and exhibits of nursery stock, flowers and honey. High School fruit judging teams will conduct a competitive fruit judging contest and the State 4-H Club girls will hold a competitive canning and preserving contest demonstration. A banquet and Prune Packers Ball will be provided for on the evening of January 11. The Boise Retail Merchants' Bureau is arranging for all merchants to put up competitive window displays consisting of fruit, flowers, honey, nursery stock and allied horticultural materials.

Many vital problems will be discussed during the three-day program of particular interest at this time, most of which are in the field of marketing and finance. Special committees are now actively engaged in developing the most successful convention ever held by all of the above mentioned associations.

Officers of the Idaho State Horticultural Association sponsoring the joint convention are: Emil E. Dean, Emmett, President; Clyde I. Rush, Mesa, Vice-President; A. E. Gipson, Caldwell, Treasurer; W. H. Wicks, Boise, Secretary.

W. H. WICKS.

Minn. Discusses Fruit Varieties

THE three-day session of the Minnesota State Horticultural Society at Red Wing closed on November 15. Joint sessions were held with the Minnesota Garden Flower Society, Minnesota State Florists' Association,

and Minnesota Fruit Growers' Association. The meetings were well attended. Excellent displays of Minnesota grown Delicious, Jonathan, McIntosh, Northwestern Greening, and the new Haralson apple attracted wide attention.

Round table discussions of new fruits brought many interesting comments from fruit growers. In strawberries, the consensus of opinion was unfavorable to Blakemore, Howard Supreme, Oshkosh, Red Gold and Washington, as commercial varieties in Minnesota. Opinion was divided concerning the Beaver strawberry, some growers considering it an excellent berry and others finding it unsatisfactory largely on account of quality. Some excellent reports were received on the new Chief raspberry. The Cortland apple was discussed, with opinion sharply divided as to its commercial value.

The Society added the Golden Delicious to its list of apples recommended for trial in District 1, and dropped the Perkins apple and Goldenrod plum from this list. The new Wayzata everbearing strawberry was added to the varieties recommended for trial.

Alfred Swanson of Red Wing was elected president of the Minnesota State Horticultural Society, succeeding Franc P. Daniels. J. D. Winter, St. Paul, was elected Vice-President, and R. S. Mackintosh re-elected Secretary-Treasurer. Mrs. J. F. Thompson, former president of the Duluth Garden Flower Society, was elected to fill the unexpired term of Alfred Swanson on the Executive Board. Olaf J. Olson, St. Paul, and Mrs. E. W. Gould, Minneapolis, were re-elected to the Executive Board for a 3-year term.

Officers of the Minnesota Fruit Growers' Association were re-elected for a term of 2 years, with Ben F. Dunn, President, and Fred Ulrich, Vice-President, both of Rochester. Fred W. Braden, Wayzata, and F. M. Schwab, Mankato, were added to the Board of Directors. The Association voted to affiliate with the Minn. State Horticultural Society.

J. D. WINTER.

New York Plans Two Meetings

THE New York State Horticultural Society will hold two winter meetings, the 79th annual meeting at Rochester, N. Y., January 10, 11, 12, 1934, and the Eastern meeting at Kingston, N. Y., January 24, 25, 26, 1934. It is conceded that the Rochester fruit show, commercial and educational exhibits, and the three days' discussion program combine to make this the largest of its kind held in eastern United States.

The Kingston meeting, though smaller, is conducted on the same plans and in quality is of the first class.

At Rochester, the floor space of the exhibit halls covers 85,000 sq. ft. The trade exhibit is put on by leading manufacturers from various parts of the country as a means of advertising and making business contacts with fruit growers. The New York State Agricultural Experiment Station at Geneva, N. Y., and the New York College of Agriculture at Ithaca, N. Y., arrange each year new and

timely exhibits of experimental work being carried on at their institutions.

The effort is always made to have speakers who have intimate knowledge of present problems of fruit growing. At Rochester, one of the speakers will be Dr. R. L. Webster, Entomologist, State College of Washington. Codling moth is a serious pest in Washington and Dr. Webster will give the results of their experiences in controlling it.

This year the competitive apple exhibits for prizes will be open to boys only. Students from the agricultural departments of nearly thirty high schools have entered enthusiastically into this work for several years. A boy does not have to grow his own apples, but must select them for himself. In 1933, 108 boys entered fruit, for prizes. These boys take part in contests on judging apples, and identification of diseases and insect injuries. The day ends with a banquet and a speaking contest. The contestants write their own speeches on horticultural or economic subjects, and after preliminary elimination contests between schools, three are chosen for the finals. At Kingston a similar work for boys was begun successfully last year.

Another feature which attracts attention is the exhibit of the commercial pack of fruit. Barrels, bushels and cartons are contributed by growers. These packages, drawn from the grower's pack by a disinterested person, are inspected and graded by Federal inspectors. The purpose of this is to afford an opportunity for comparison of one man's standard pack with another's.

Fruit men from adjoining states and Canada are always found at these New York State meetings.

Roy P. McPHERSON, Sec'y.

Maryland Hort. Society Invites Outside Growers

PLANS are going forward for the Thirty-sixth Annual Meeting of the Society, to be held at the Horticultural Building, University of Maryland, College Park, on January 2, 3 and 4, 1934.

The program as planned will include discussions of control of peach brown rot and codling moth, rosy aphid, and scab of apple, by both scientific workers and by growers, who have had successful control. We also are going to talk over the fruit washing problem and expect to hear the very latest on this topic. There will be discussions of the domestic and foreign fruit market, the benefits of the Agricultural Adjustment Act to the fruit grower; mutual problems of nurserymen and fruit growers; and the securing of funds through Production Credit Associations.

There will be but one discussion of production methods and that will concern adjustment of orchard practices to present conditions. The growers are producing fruit, but clean fruit is rather scarce, this year. Good, experienced speakers and plenty of discussion. There will also be a commercial exhibit, a student fruit show and demonstrations. Every fruit grower in America is invited.

In checking up, we find that there was considerably more loss of apples in some parts of Maryland, due to the August storm, than was first indicated. Our set of buds on both peach and apple looks pretty good, but with early defoliation, due to storm damage, scab, etc., and with growers omitting or reducing fertilization, this season, we will know more about the 1934 crop after the June drop.

Our Society extends the holiday good wishes to the other Societies. May the New Year be one of real happiness to the grower and improved conditions for the fruit industry.

A. F. VIERHELLER, Sec'y.

West Virginia Issues Challenge

A PROPHET is not without profit save in his own orchard. The prophet in this case may be as wrong as Bunker Wiggins' profit, BUT—right now a cyclone is headed for practically every commercial apple orchard in these United States, from which only a miracle, or our own efforts, can save us.

The past two years have been very small-crop years, in apples (28 and 26 million barrels, respectively). So the orchards have been partially dormant. The past season has been one of the finest in memory for development of both tree and apple buds.

SO—next year we can stand by for the Bumper Crop—unless Nature again intervenes. And three times hand-running is too much to bank on.

If the bumper crop comes, what then? What will we do with 37 million barrels, when we can't sell a tiny crop (26 million barrels) at more than a quarter a barrel profit? (West Virginia growers received, NET, maybe \$2.25 a barrel for their graded, packaged apples this year. Cost of production, harvesting and the package was about \$2. And when Nature cuts your crop down to 1,000 barrels, that two-bit profit only leaves \$250 for the whole year for the family "Buy Now" campaign. So if the banks don't loosen up on this kind of a year, somebody's going hungry.)

If this is all we can do with this year's dwarf crop, what are we up against next year in selling? Back in 1926 that 39-million barrel crop splotched great gobs of red ink all over everything; and that was a "boom" year, and export restrictions were almost unknown.

Now we have a depression on our hands; and have to slip \$1.50 to \$9 into every barrel to get it landed on foreign shores, if we

can meet their restrictions, quotas, etc.

Are we going to try it the same old losing way again next year, with hundreds of salesmen in each apple belt battling one another for the limited trade? As Yakima's F. E. Miller puts it, "Fighting each other and using the growers' fruit for ammunition?" Pungent—and true, too true!

Remedies? We can't, apparently, cut down the great number of overlapping, interfering, under-cutting, competing selling agencies. We can hardly get the crop pro-rated (the unnecessary part left in the orchard).

So about the only usable method remaining is establishment of a sane, fair and enforced price level. Yes, it means some changes; doing some new things. But when a man is dodging a cyclone, he does things he never did before. And the cyclone is headed toward us.

There's a lot more money for everybody (400 million dollars more), in selling 26 million barrels at \$2.25 than in selling 37 million barrels at \$1.50 a barrel. But it isn't a question of profit. It's much deeper than that. The lower price spells "financial abyss"—the end, for many, many growers; no profit for any one, including the salesmen, who will probably howl the loudest about setting a minimum price level.

Are state horticultural societies simply agents to rent a hall in which a few growers can meet in convention once a year? Or are they the organized machine, the composite voice, the means of action, for the thousands upon thousands of individual growers of a great industry? Shall we just sit and talk on, with this thing bearing down on us? Or shall we move? The Agricultural Adjustment Administration and Secretary Wallace have provided the cyclone-cellars, in price-level establishment and licensing of sales agencies. There seems no way for the growers to get action, nationally, except through their societies. Are we hall-renters? Or are we equal to our job? Put this 1934 outlook squarely, fairly before your convention, your executive committee. And then let's get together!

CARROLL R. MILLER, Sec'y.
W. Va. State Hort. Society.

Iowa Growers Assemble at Ames

FRUITS and nuts received careful consideration on the program of the Iowa Fruit Growers' Ass'n at Ames, Iowa, Nov. 16 to 18, in what is called the Annual Fruit Growers' Short Course. Other horticultural groups including the vegetable growers, florists, nurserymen, beekeepers and federated garden clubs affiliated together in the Iowa Horticultural Society, met at the same time, bringing together a large and interested group of Iowa horticulturists.

The fruit growers appeared most interested in the problems of codling moth control, particularly in the various auxiliary methods which are accomplishing so much at this time, as well as the subjects "Spray Residues," "Fruit Stocks for Northern Planting," "Pollination and Fruit Set," "Better Marketing Practice," and "The Securing of Greater Production Economy."

An interesting and instructive entertainment feature of the convention was a Florists' Style Show. The Little Mid-West Horticultural Exposition featured both fruit and flowers. Out of state speakers included W. P. Flint, Entomologist, Univ. of Ill.; Prof. T. J. Talbert, Horticulturist, Univ. of Missouri; G. W. Sulley, Dayton, Ohio; W. A. Hansen, Chicago; H. D. Brown, Professor of Vegetable Crops, Ohio State Univ.; and J. T. Breger, Editor, AMERICAN FRUIT GROWER. Robert M. Clark, of Mitchellville, Iowa, was reelected president of the Iowa State Hort. Society, and R. S. Herrick, Sec'y-Treasurer.

Oregon Certifies Strawberries

STRAWBERRY planting stock was field certified for the first time under the Oregon State Agricultural College requirements when a small planting of the Rockhill strawberry and 250,000 of the Corvallis variety were passed for certification in Lane county in October by S. M. Zeller, in charge of small fruit disease investigations at the Oregon Experiment Station, and the writer, Extension Horticulturist. A few days later a field of selected Marshall plants were certified in Clackamas county.

Certification requirements in Oregon designates a tolerance of not more than 5 per cent total diseases and only a trace of "crinkle disease" is allowed. The variety must be free from mixtures. Strawberry planting stock passed as certified will be tagged for identification.

"Crinkle," a virus disease of strawberries, has been causing a "run out" condition of plantings in the commercial producing sections of the Pacific coast states for some time. It has been only recently that Dr. Zeller has determined the method of transmission of this trouble other than through the runner plants. The strawberry aphids are one means through which this disease is spread.

Mass roguing of strawberry fields to remove the diseased plants resulted in lessening the crinkle trouble but isolation of healthy plants has been necessary to secure planting stock free enough from the disease to certify. Isolation has been accomplished in the field through selection of progeny of healthy plants and then replanting the selections away from other strawberries including the wild strawberry.

Growing strawberry plants in the greenhouse under controlled condition has given Dr. Zeller marked success in the production of disease-free stock, but this method is slow; nevertheless it will be employed to secure foundation plantings of commercial varieties of strawberries.

O. T. McWHORTER.

Ready Market for Kansas Apples

THE cooperative and commercial Apple Packing Houses of Troy, Blair and Wathena closed their season's run on October 23rd and 24th. The season's shipments totaled about 800 carloads, most of which went to Minnesota, Iowa, Nebraska and outlying points in Kansas. The weather during October was very favorable for maturing the fruit. The Winesaps, York Imperials, Ganos, and Ben Davis were well colored and highly finished.

The local truck load buyers demanded cheap apples, so that the thousands of bushels of low grade apples that were a nightmare to the growers and packing house managers moved readily at very satisfactory prices.

James Sharp & Son, of Council Grove, report harvesting the largest crop their orchard has ever yielded, approximately 40,000 bushels. Their low grades sold locally the No. 1's and fancy grades were put in storage.

Chas. A. Scott, Secretary of the Kansas State Horticultural Society, made a 500-mile tour through the northern part of the state on October 24-27, in company with some twenty members of the Kansas Co-operative League. Stops were made at 21 towns and villages visited on the tour. Following musical programs at each day stop, short addresses were made over amplifiers. The local Chambers of Commerce provided banquets and short programs where night stops were made. The trouvers traveled in two large buses. Each member represented some particular Kansas product. Mr. Scott extolled the virtues of Kansas apples.

C. A. Scott.

(Continued on page 18)

New England Grows Some Apples

(Continued from page 14)

tural methods. The fact that over seventy-five growers were able this year to make the "90% Clean Apple Club" through growing crops 90% free from preventable insect and disease blemishes is evidence of the truth of this statement. One grower produced ten thousand bushels of McIntosh averaging around 95% clean.

Costs are being cut, wages are lower, materials and supplies are cheaper. Especially have the costs of packing been lowered. The crate, fairly well standardized, is being widely used in New England with satisfactory results.

Certain disadvantages must be considered. Some of these are:

1.—*Higher wages.* Probably owing to the competition of industrial enterprises, the wages paid in most orchards in this territory are higher than they are in many other apple producing sections.

2.—*Lack of selling organizations.* There are a few cooperative selling organizations in successful operation, but the bulk of the crop is marketed by the individual grower. This is all very well for the local markets, but a distinct disadvantage in reaching out to more distant centers of population. Only stern necessity can force the growers into cooperative selling organizations and (what is more difficult) keep them there.

3.—*Many poor apples.* One of the difficulties of the McIntosh variety is a tendency to drop very heavily just before harvest. These drops are often saleable but must be handled quickly and bring low prices. The color of red varieties is often not as good as could be desired and in spite of the progress in disease and insect control, there are too many blemished apples which must be sold as low-grade fruit or dumped.

4.—*Moderate crops.* Probably New England orchards yield as well as those in other sections of the East, but they are much inferior year by year to those obtained in the far west.

In spite of these handicaps, we feel that the New England apple will come to occupy an increasingly important place in the apple markets of the northeastern section of the country. This competition will undoubtedly be felt, perhaps severely, in certain sections, especially those suffering greater handicaps than New England and any, where apple growing is already declining. It is difficult to see how the consumer who has once tasted a choice New England McIntosh can fail to come back for more, if an abundance of this fruit is available at reasonable prices.

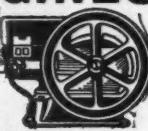
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CLAUDE H. BENNETT, General Manager

•
PHILADELPHIA

State Horticultural News (Continued from preceding page)

Pennsylvania Certifies Brambles

AS a protection to a farm enterprise representing an annual cash income of several hundred thousand dollars, the bureau of plant industry, State Department of Agriculture is certifying disease-free bramble (blackberry and raspberry) plants grown in Pennsylvania in order that sales can be made in accordance with the Plant Pest Act.

This work was started in 1931 when the plantings of 31 growers passed inspection. This year 69 growers in 20 counties succeeded in meeting all requirements. It is planned to extend this inspection next spring to include all bramble plants shipped into Pennsylvania for resale. When it is found that such plants do not meet the requirements as set forth in the regulations effective in Pennsylvania, they will be condemned and returned to the shipper. This, it is believed, will not only assure the buyer clean stock, but also protect the Pennsylvania grower of certified plants who is forced to meet higher standards than are in effect in many other states.

More than seventy-five carloads of carefully graded apples were loaded each week during the 1933 harvesting season, at Pennsylvania points for shipment to foreign countries, according to the State bureau of markets. Almost three out of every four cars loaded have carried export certificates. In addition to the export sales, a heavy movement of fruit into storage is reported.

The annual meeting of the Penn. State Horticultural Ass'n has been set for January 17-18. A special program is being arranged commemorating the 75th anniversary of the organization.

R. H. SUDDS, Sec'y.

Indiana Program Stresses Pests

THE annual meeting of the Indiana Horticultural Society will be held at Purdue University, January 8-12, in connection with the Annual Agricultural Conference.

Scab in Indiana this season was worse than it has been for several years. This, along with the codling moth situation, will be on the carpet at every opportunity. Many of our growers are wondering what will happen next year with such a large scab carry-over. Many new spray materials and spray programs have been tried out this year and the results of these experiments will be discussed.

While insect and disease problems are of much importance to every fruit grower, we expect to devote considerable time to soil moisture and cover crop problems. A complete program will be published in the near future.

A very destructive type of tree injury has been reported from several sections of Indiana. The injury appears as a definite canker, killing the bark on the trunk and even extending up into the scaffold branches. In some instances, the injury runs on down to the roots. Trees in both high and low parts of the orchard are affected. Grimes is the hardest hit, though Winesap, Oldenburg, and Rome are going out from the same cause.

K. J. FAWCETT, Sec'y.

Wisconsin Holds Annual Meeting

THE 65th Annual Convention of the Wisconsin State Horticultural Society at the State Capitol, Madison, November 9-10, brought out the largest attendance in many years. Two hundred and ten sat down at the banquet, and the Senate and Assembly Chambers were filled for the double sessions.

The Wisconsin Garden Club Federation, an affiliated organization of the Society, held its 6th Annual Convention and program in co-operation with us. This enabled the wives of fruit growers to attend meetings on ornamental horticulture in which they were interested.

A very interesting exhibit of new varieties of apples was made. Prof. Pickett exhibited a number of the new varieties developed by the Iowa Horticultural Department, some of which look very promising. A number of new varieties of apples and pears which may do well in Wisconsin had been sent to the convention by the New York Experiment Station, Geneva, New York. Seventy-four Wisconsin growers sent in seedlings in the seedling apple contest conducted each year by the Wisconsin Society. This is done in an effort to find a superior new variety. Some very promising new apples were found among these seedlings.

There were also some very fine specimens of seedling walnuts, hickory nuts, butternuts and hazel nuts exhibited.

H. J. RAHMLOW, Sec'y.

DECEMBER, 1933

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**10 outfits sprayed 7,956,500 gallons
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Christmas Time Is Pie Time

Says Mary Lee Adams

We trust that every one of our readers is looking forward to a happy and bountiful feast on December 25th. In how many homes will the Christmas feast be crowned by Christmas pies? My own guess and hope are that at least 90 per cent of fruit growers' tables will be thus graced.

Perhaps an apple pie will be chosen. Nothing more delicious could be selected. Maybe you will serve a mince pie in which apples will be an ingredient. So many different fruits are good in pies that to name them would be tedious.

Yet, to our English ancestors, the word pie (or pye) conveyed no thought of fruit. In blissful ignorance of what they were missing, they lived and died with never a whiff of wholesome, delectable fruit pies.

The "pasties" of the middle ages were of meat. Our famous "four and twenty blackbirds" of nursery rhyme, were often "baked in a pie." Pigeon pie was a frequent delicacy but, of all meat pies, the great venison pasty, washed down with flagons of ale, took the lead in the lordly halls where knights and barons feasted with their dames and retainers, and sang the praise of Christmas, or Noel, before the crackling "yule log."

Long before what we now call pie, Christmas Pastry was used, possibly in a semi-religious sense. In "Brand's Popular Antiquities," it is noted "in the Ancient Calendar of the Romish Church" that little images of paste were to be found, on the Eve of the Nativity, in the confectioners' shops. Later on, in England, "Yule Doughs" in the form of images, were presented by bakers to their customers at this season. These images are supposed to have represented the Virgin Mary with the child Jesus.

Apple Pie, as a new dish, was served by George Washington. In one of his letters, which appeared recently in print, he relates to some expected guests, that his cook "has had the surprising sagacity to discover that apples will make pyes," and that in the fervor of the cook's enthusiasm for this dish, he is likely to produce for their dinner one beefsteak pye and an apple pye.

The meat pie thus seems firmly established before the apple pie was thought of. Naturally, what George Washington served became the vogue. Apple pie has been an old, familiar friend as long as we can remember.



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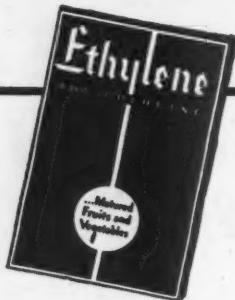
DECEMBER, 1933

Page 19

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In Miami Beach its

The Fleetwood

The Fleetwood, one of the finest and most exclusive hotels in Miami Beach opens January first for the winter season of 1934 as a DeWitt Operated Hotel. To guests of other DeWitt Operated Hotels, which include the Hollenden, Cleveland; the La Salle, Chicago; the Neil House, Columbus, and the Mayflower, Akron, this is an assurance of the finest in food and hotel service. DeWitt Operated Hotels rank with the world's best in comfortable, well furnished rooms, courteous yet unobtrusive service and good food.

Only the finest of food, "the cream of the markets" is purchased and it is carefully prepared by competent chefs and faultlessly served, at reasonable prices.

Those who contemplate a visit to Miami Beach, either for a short stay or for the season, have the personal assurance of Theo. DeWitt that the Fleetwood will be the finest spot in Miami Beach this coming winter season. All rooms are outside rooms, with plenty of ventilation overlooking beautiful Biscayne Bay, with the city of Miami in the distance, in one direction, and the Atlantic Ocean in the other.

The Fleetwood has every conceivable comfort and convenience. With ocean bathing, warmed by the Gulf Stream, just off shore, a choice of seven fine golf courses, fishing, boating and other sports, both horse and dog racing, polo, tennis, etc., every desire of the guest for entertainment may be gratified.

Arrangements may be made at the desk for fishing and boating trips. For those who wish to avail themselves of ocean bathing, the Fleetwood maintains a private bus service between the hotel and ocean beach, operating on a thirty-minute schedule, with no charge to the guest for this service.

There is a Private Dock for yachts and motor boats on the bay side of the hotel and there is ample parking facilities for automobiles.

The best people of America choose Miami Beach for the winter season and the most discriminating choose the Fleetwood as their home while there.

Opening January 1st, we suggest early reservations.

Other DeWitt Operated Hotels include:

In Cleveland It's THE HOLLENDEN
In Chicago It's THE LASALLE
In Columbus It's THE NEIL HOUSE
In Akron It's THE MAYFLOWER

FENWAY HALL, Cleveland's High Class Residential Hotel, is also under DeWitt Management.



Timely Hints for December

Winter mortality in stands of bees placed in orchards for pollination purposes can be definitely reduced by protecting them from severe winds and cold temperatures. One of the simplest methods of protection is accomplished by wrapping the hives with tar paper around a generous insulation of dry straw.



If you grow fruit or nuts, don't forget there are few Christmas presents which will give greater enjoyment and benefit, and at the same time bring a better opportunity to advertise your own products, thus increasing the demand for them. There ought to be fruit of some kind under every Christmas tree.



Citrus groves requiring winter frost protection should have orchard heaters well distributed and fueled, ready for lighting at the earliest need. An empty heater is poor insurance against frost damage.



A most effective way of cutting orchard costs, outside of the elimination of definitely inferior trees, is the removal of alternate trees or diagonal rows in orchards where the trees are becoming crowded. Often operating costs in such an orchard can be cut into half with little or no reduction in the size of crop. On the other hand, the production of high grade fruit actually shows a decided increase in such an orchard.



Early winter is a good time to apply barnyard manure to the orchard. Commercial fertilizers, not quickly available, may also be applied at this time. The winter snows and rains will then leach many of the plant foods into the soil, particularly if disced following the application of the fertilizer.



Fruit trees which are in peril of rabbit injury may be treated with a mixture of resin and linseed oil, just warm enough so that it can be applied with a brush. Melt the resin in a durable container and stir in the oil. A thin coating of this mixture will last one season, and can be used safely on all fruit trees except sweet cherry and peach.



Old fruit trees, past their period of profitable production, make excellent firewood. Begin their removal before snow and cold weather make it too difficult. The hauling of the wood can then be done on the snow, and cutting into stove size at a more favorable location.



The best pruner plans his work so that the job is finished before spring work sets in. This means an early beginning, starting in with the older trees and saving the younger orchards and more tender varieties until spring.



Farm manure to be used in sod orchards can sometimes be doubled in value by the addition of fifty pounds of superphosphate per load. This is particularly valuable in the treatment of poultry manure, where the superphosphate can be placed on the dropping boards instead of lime.



Apple varieties which are subject to scald should be stored with ample oiled paper around them. In the case of bulk storage in bushel or barrel containers, shredded oiled paper is very economical and easy to handle.

Where rabbits are numerous, young trees should have wire protectors placed around their trunks early in the fall.

DECEMBER, 1933

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Tobacco Stalks as Rabbit Guards

The use of tobacco stalks as rabbit guards for young trees is entirely new to most orchardists. However, they are being used successfully by growers in Northwest Missouri and merit consideration. The advantages of these stalks as protection against rabbits is their cheapness and their use as a fertilizer. In a ten-acre block of one-year-old trees, the total cost of wrapping, including one-half day's labor, in gathering the stalks from a nearby field amounted to 1.1c per tree. The fertilizer value of the stalks promotes a rapid early growth. The stalks sometimes present difficulties where there are high winds. There is also the disadvantage of having to replace them every year.

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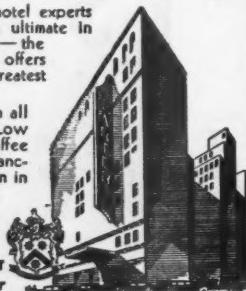
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How the Fruit Auction Functions

(Continued from page 10)

tion of competitive bidding. In only a few instances have auctions been successful in cities of less than 500,000 population.

Who Are the Sellers and Buyers?

A large part of the auction supplies are furnished by large shippers such as cooperative associations and marketing agencies. Smaller independent shippers and dealers also furnish a considerable volume.

The auction buyers may be divided into four classes; first, the jobbers who buy in large lots and sell to retailers; second, chain store buyers; third, buying brokers whose clients may be out of town dealers or local jobbers or retailers who are not in attendance at the sale; fourth, peddlers, independent retailers and miscellaneous. Estimates from auction companies in 1930 indicated that nearly 60 per cent of the volume of auction sales was to jobbers, and about 20 per cent was to chain store buyers. The remainder was to brokers, peddlers, retailers and miscellaneous.

The costs of selling at auction vary in different cities and for different commodities. Auctions charge the sellers a commission which for some commodities is 2 per cent. Buyers usually are charged from 1 to 5 cents per package for unloading and handling.

Advantages and Disadvantages of Auction Selling

Advocates of the auction method of selling in the city markets allege the following advantages as compared with the private sale method: (1) Publicity attending the auction sale inspires confidence. A record of the prices received for each line of goods is available to distant shippers and growers; (2) The movement of products into the channels of distribution is more rapid by the auction method. Commodities which are auctioned in car-lots such as juice grapes and watermelons have been sold at the rate of approximately one car a minute. Other commodities frequently have been auctioned at the rate of one car in 3 to 5 minutes. (3) A fair price is established in the auction where the factors of supply and demand meet; (4) The small jobber is not discriminated against at the auction. Various other advantages are frequently mentioned such as prompt settlement with shippers, prompt adjustment of railroad claims, etc.

Objections to the auction method of selling have been voiced by some members of the fruit and vegetable trade. They maintain: that the auction may be used as a dumping ground and that

prices may thus be unduly depressed; that retailers know what jobbers paid for the commodities bought at auction making it difficult for jobbers to obtain a satisfactory profit resulting in loss of interest in the commodity; that the auction method makes a "buyers market" because the buyers are fully informed as to the available supply; that buyers through combinations have sometimes been able to influence or control prices.

On the whole it may be said that under certain conditions the auction offers an efficient and satisfactory method of selling perishables in the large markets. Vegetables as well as fruits are being auctioned in some cities. If, over a period of time, prices received at auction averaged less than prices obtained at private sale, it is probable that large cooperative and private marketing organizations would not use the auction method. However, unless a large and regular volume of well standardized shipments are available, growers and shippers are likely to be disappointed in auction returns.

Auctions at Shipping Points

The auction method of selling has been used at shipping points in some areas particularly on the Atlantic Seaboard and Gulf States. In one type of these auctions the growers' loads are sold to the highest bidder as they are driven to the auction block. Brokers, local buyers and representatives of city firms make up the buyers at these auctions. Such commodities as strawberries, beans and peppers are sold in this way. In some sections as on the Eastern Shore of Maryland and Virginia this type of auction has been operated successfully for more than 20 years. The overhead and operating expenses are low.

Another type of shipping point auction is one in which local associations load cars which are inspected under the Federal-State service. These cars are auctioned each evening using the inspection certificates as a basis of sale. This system is in operation in the Louisiana strawberry district.

Ohio School for Orchardists

A CORDIAL invitation has been extended fruit growers to attend the Fifth Annual Fruit Growers' School to be held at University of Ohio, Columbus, on Dec. 12 to 15. Special features this year will be lectures and discussions by Dr. Magness of the U. S. Department of Agriculture on several cultural problems. Russetting of apples and its cause; the storage life of the apple; varietal behavior; marketing; use and abuse of power sprayers; peach growing for Ohio; diseases of orchard fruits; advertising and selling; and other subjects will receive consideration.

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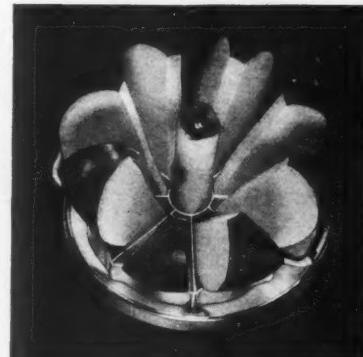
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